

ORDER**KPNX**

Orders
Order / Rev: 705540
Alt Order #: 06270155
Product Desc: ANDREI FOR CONGRESS
Estimate: 1585
Flight Dates: 08/10/12 - 08/10/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Cherny for State Treasurer
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/06/12	08/12/12	5	\$3,500.00	\$2,975.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$3,500.00	\$2,975.00	0.00
Totals	5	\$3,500.00	\$2,975.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	27%	\$3,500.00
Market	100%	\$12,962.96

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$2,203.70
KPAZ	0%	\$0.00
KPHO	19%	\$2,462.96
KPPX	0%	\$0.00
KSAZ	25%	\$3,240.74
KTFL	0%	\$0.00
KTVK	12%	\$1,555.56
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/10/12	08/10/12	M-F 6-630p 12 News 6pm	CM	6-630p ----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
'12 OLYMPIC 6PM NEWS rr from \$1000 to \$900 per sherrie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--				1	\$900.00		0.00			
E 2	KPNX	08/10/12	08/10/12	M-F 6-7a 12 News Today	CM	6-7a ----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
'12 OLYMPIC EMN rr from \$700 to \$600 per sherrie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--				1	\$600.00		0.00			
E 3	KPNX	08/10/12	08/10/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a ----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
'12 OLYMPIC TODAY SHOW rr from \$800 to \$450 per sherrie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--				1	\$450.00		0.00			
E 4	KPNX	08/10/12	08/10/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday ----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
'12 OLYMPIC WEEKDAY RR from \$1000 to \$500 per sherrie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--				1	\$500.00		0.00			
N 5	KPNX	08/10/12	08/10/12	Olympics Zone Olympics Zone	CM	Olympics Zone ----F--	:30	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
added for rr on lines 1-4 per sherrie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--				1	\$1,050.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 5 \$3,500.00